

Application No. 09/915,346

Reply to Office Action of October 6, 2004

IN THE ABSTRACT OF THE DISCLOSURE

Page 64, lines 1-13, delete in their entirety and substitute therefore the following new

Abstract of the Disclosure on the next page 13 of this paper.

ABSTRACT OF THE DISCLOSURE

A Web audience analyzing method for analyzing an audience of a Web page assembly constituted of at least one Web page by a computer, including acquiring related information including a designation of a related page assembly which is related to a Web page assembly as an analysis object, the related page assembly having an audience number which is sufficient for a statistical analysis processing; acquiring audience characteristic information on the related page assembly designated by said related information; and executing statistical analysis processing based on the acquired audience characteristic information on the related page assembly and outputting a statistical analysis result of the related page assembly as an estimated value of the audience characteristic of the analysis object Web page assembly.